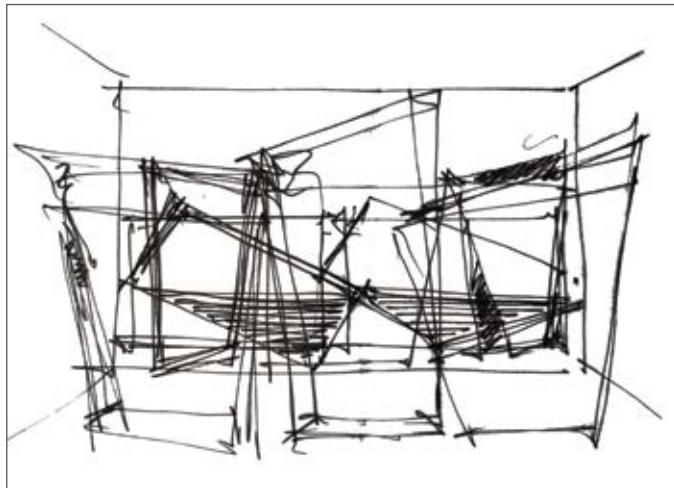
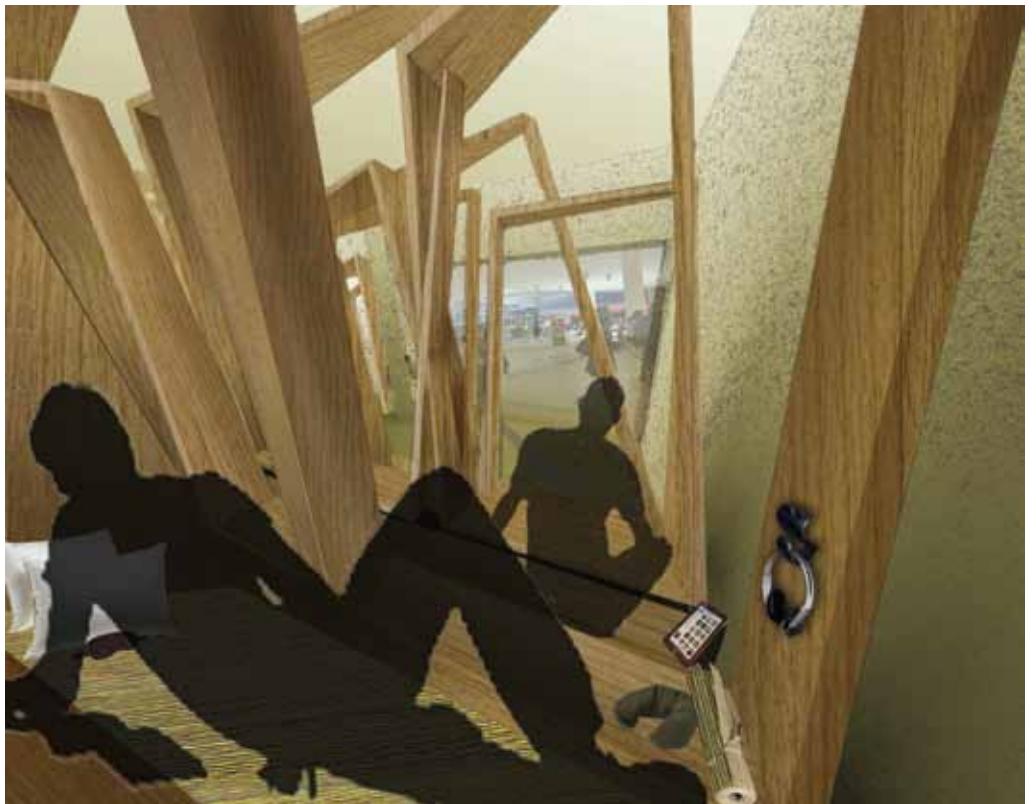

Pradnya Patil

Design Studio - Spring 2011

Muji unwind is my attempt to reinvent the Muji to go store. JFK Airports terminal 5 has top class facilities and Muji to go did not provide the visitor with a memorable retail experience. Being housed in one of the busiest airport the store underplayed its possibility of becoming an introduction/ launch pad for the brand to the American market. With Muji unwind, I envisioned a multi use space to relax, experience MUJI products and switch quickly to an event spaces for special occasions. My concept provides a dramatic new shift in the visitor experience by juxtapositioning the buzz of the airport with a sense of pause and privacy through a series of frames.



EXHIBITION OF WRITING INSTRUMENTS

mission + collection

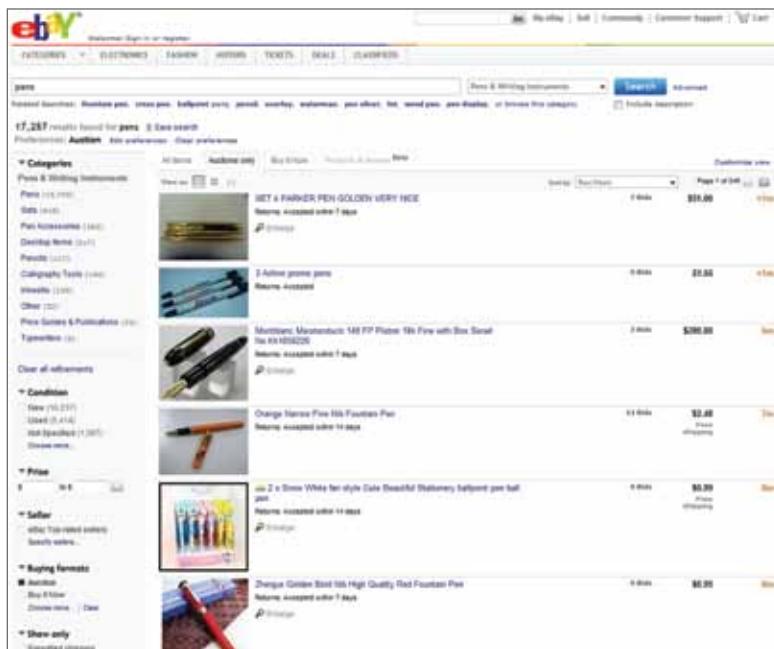
MISSION STATEMENT

The Museum of Writing Instruments seeks to inspire an understanding + appreciation of hand writing instruments + their evolution, as well as their significance in human life. These artifacts represent important evidence of how human beings have recorded their thoughts, feelings + beliefs through time.

COLLECTION

With the advancement in technology day to day writing instruments are becoming obsolete. The goal of our exhibit is to allow the visitor to view + experience these daily objects in a new light. The focus of our collection policy therefore is to include only instruments that aided an understanding of the evolution + not necessarily collect exclusive or limited edition objects. Infact since the exclusive instruments were not readily available for use to common man they are excluded from our exhibit.

auction : online + bidding



sourcing : antique shops + flea markets



research : collectors + expert guidance



reed + bamboo pen



ink brush



quill pen



dip pen



fountain pen



ballpoint pen



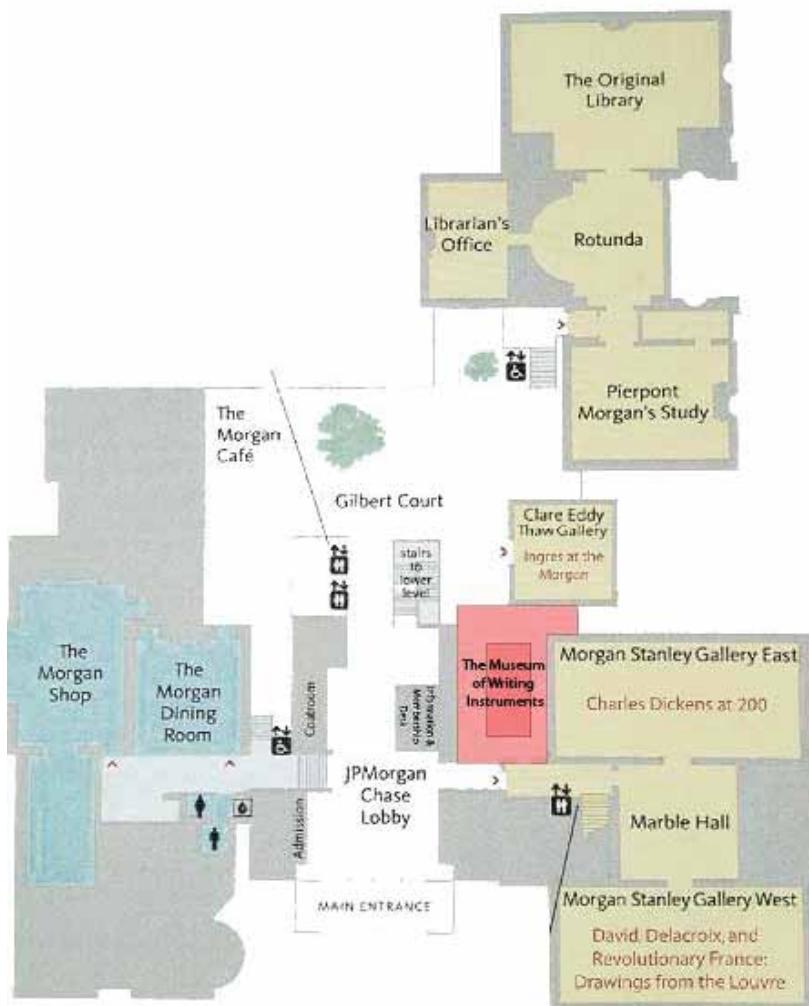
rollerball pen



Located in midtown Manhattan, the Morgan Library houses one of the world's greatest collections of artistic, literary + musical works, from ancient times to the medieval + Renaissance periods to the present day.

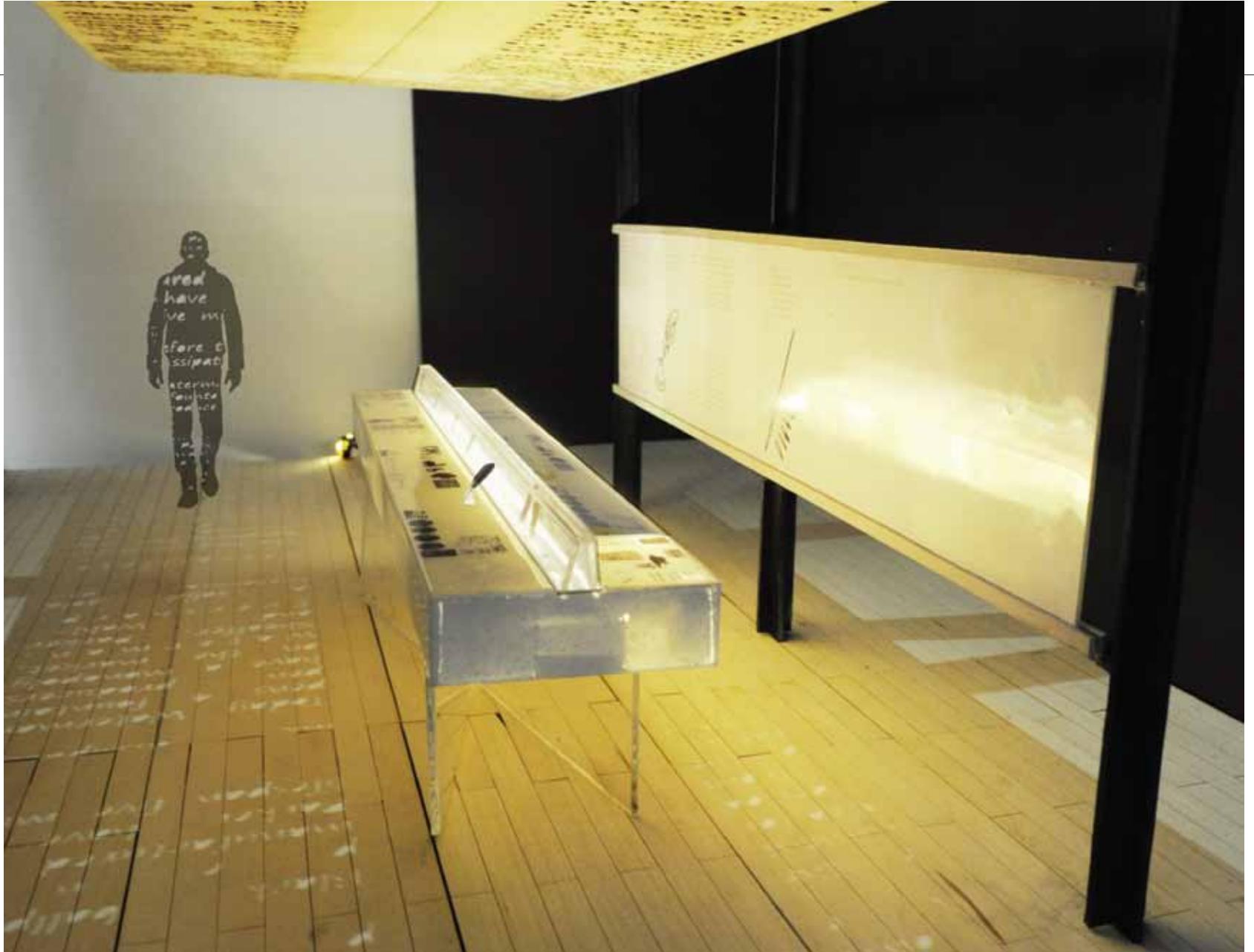
site + spatial design

The spatial goal of the exhibit was to allow the visitor a moment of rest + pause so as to be able to appreciate day to day objects which allowed them to express their ideas + thoughts. Since we wanted to make the exhibit experiential we inserted it in a transitional space of the Morgan Library where the visitor could meander + stumble upon cues + interesting facts about handwriting instruments. We were given a spatial constraint of 20' x 10' to work with + since we wanted to keep our space simple we decided to create an exhibit without physical boundaries. The space is delineated by the words that are projected from the ceiling. As the visitors walked through these words the exhibition writes itself telling the story of various writing instruments. Activities are planted throughout the exhibit which allow the visitor an opportunity to connect with the instruments through physical interaction with the objects in the space.



immersion

... emotion ... connection ... experience



Spatial Experience was created by inserting an exhibition on writing instruments in the transitional space of Morgan library. The space was delineated by projection of words, which the visitors walked into. The simple and sublime environmental qualities focused the visitors' attention to a series of thought-provoking questions about their writing habits, encouraging the visitor to interact with objects and get back to the basic act of writing.

connection

active interaction vs passive information

objects that tell a story ...



Activity Table : Infographics narrated the story of evolution of writing instruments, while the physical act of writing allowed to build a personal connection between the user and the object. The central display case was made to allow for a 360 degree viewing of rare writing utensils versus a static horizontal display case. The intention was to position each object as if an invisible / projected hand was holding the objects, evoking a ghostly feeling of floating. Our intent was to elevate the importance of these day to day instruments, making them extraordinary.

creating motion, dynamism and interaction through design in a static office space

Design Studio - Fall 2010

In this office project I explored the concept of motion with an underlay of INTERACTION & CONNECTION. The ceiling baffles act not only as a visual element but actually helped connect people by guiding + directing the workforce into the different areas of the office. The views capture the sense of place which was intended to feel open + dynamic at the same time.



view from cafeteria and meeting areas



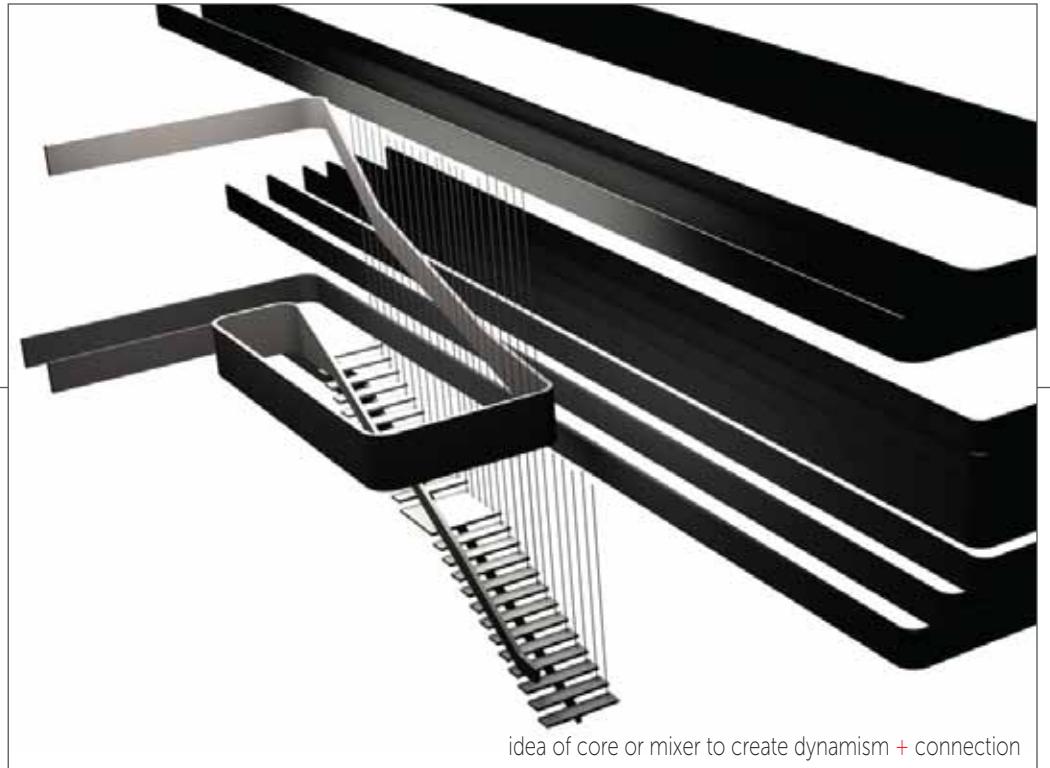
view from open office



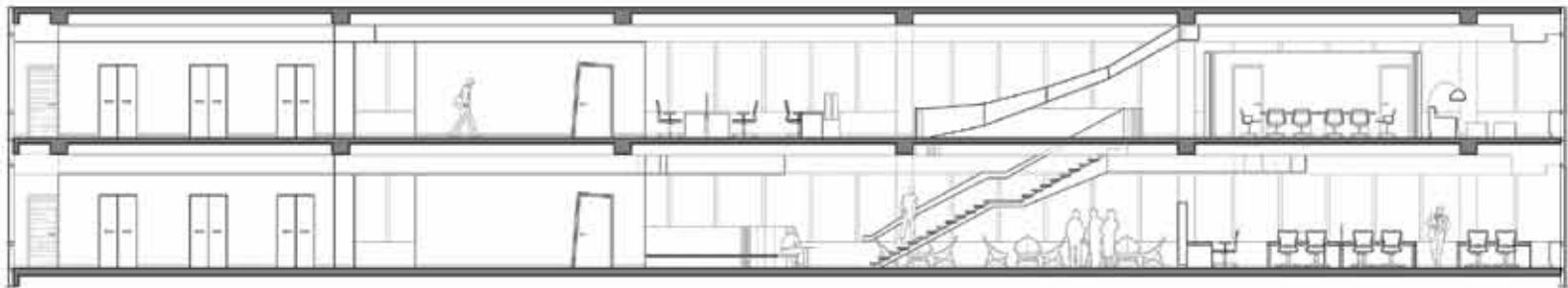
view from lounge

Design Studio - Fall 2010

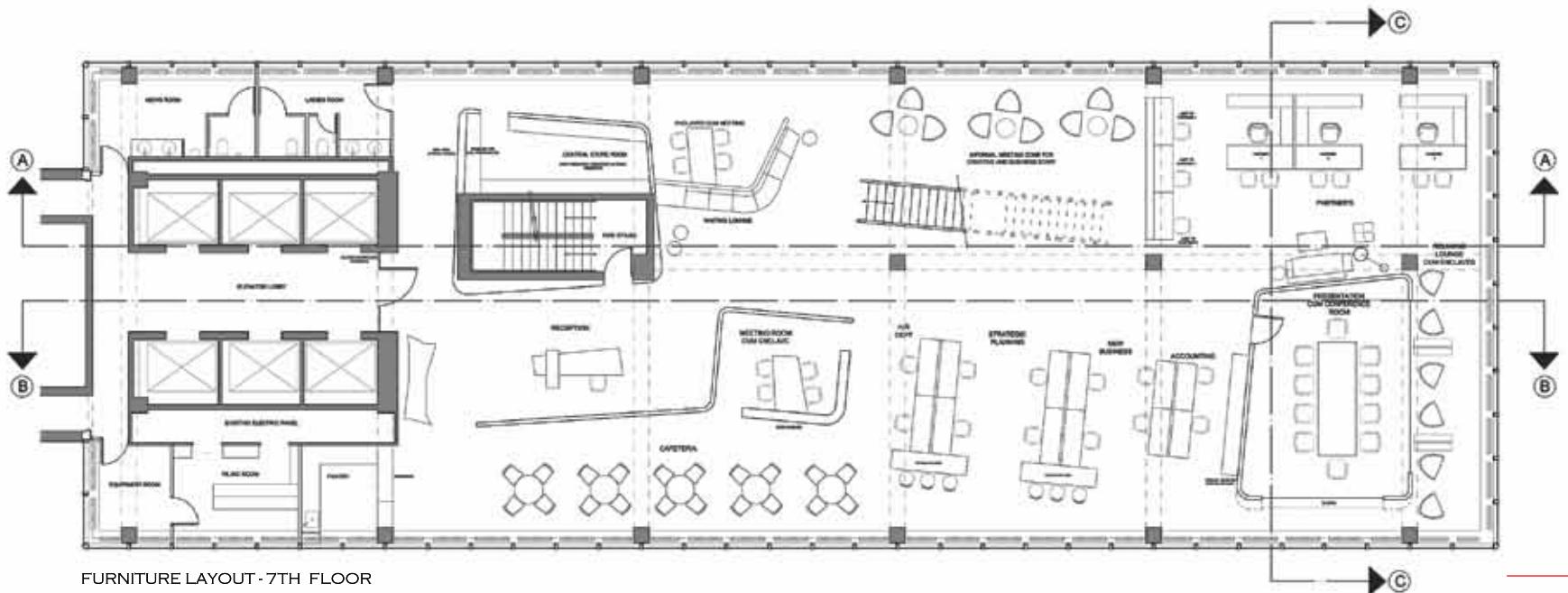
Continuing with idea of motion, dynamism + connection in the space. The staircase between the two floors of the office became the mixer as the staff moved between the floors for meetings + casual conversation in the cafeteria. These are moments of connection as they present opportunities for brainstorming ideas. The office environment that fostered in its employees a sense of belongingness + a sense of place, eventually increasing the employee productivity + translating into the profits of the company.



idea of core or mixer to create dynamism + connection



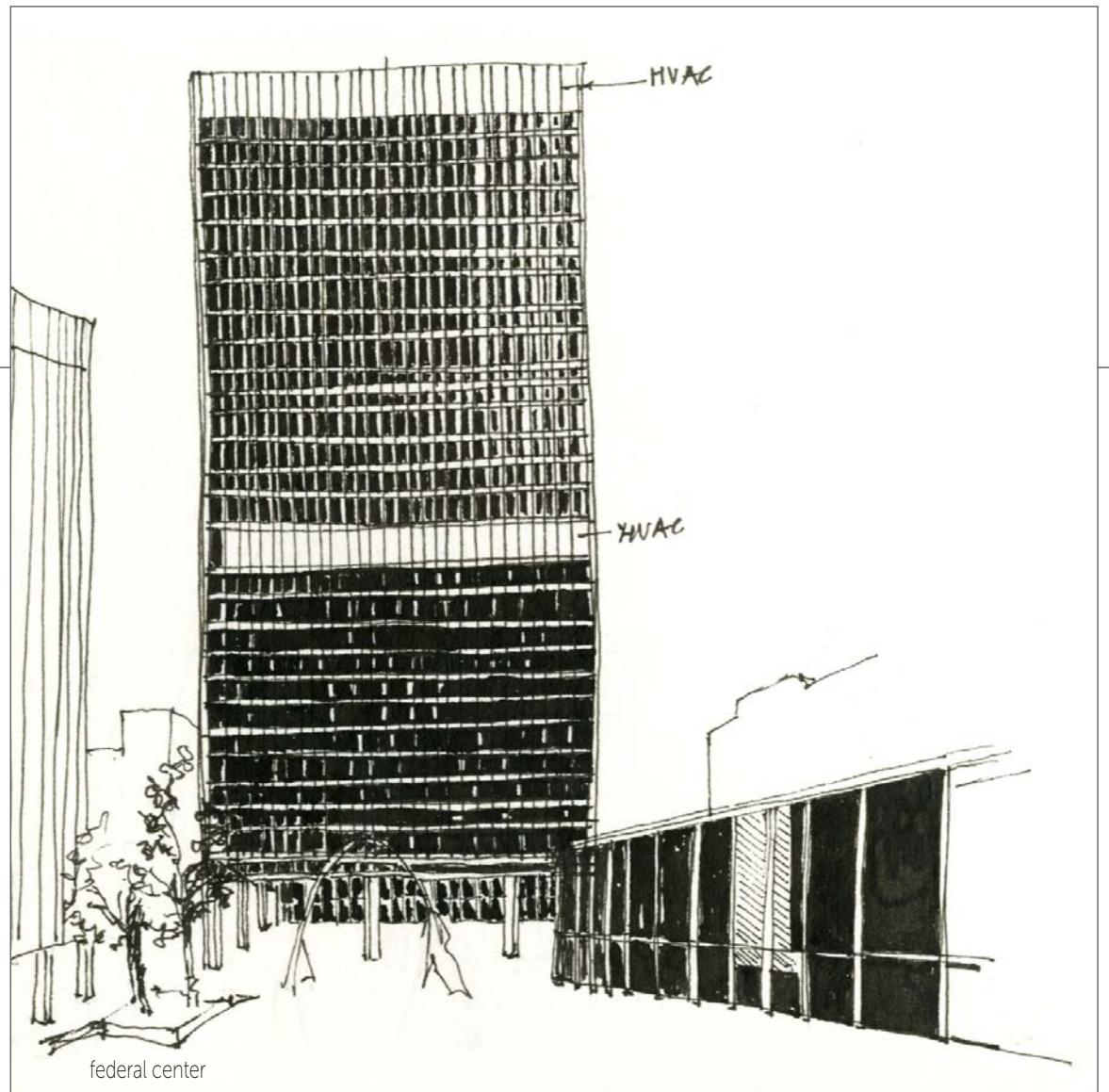
SECTION A



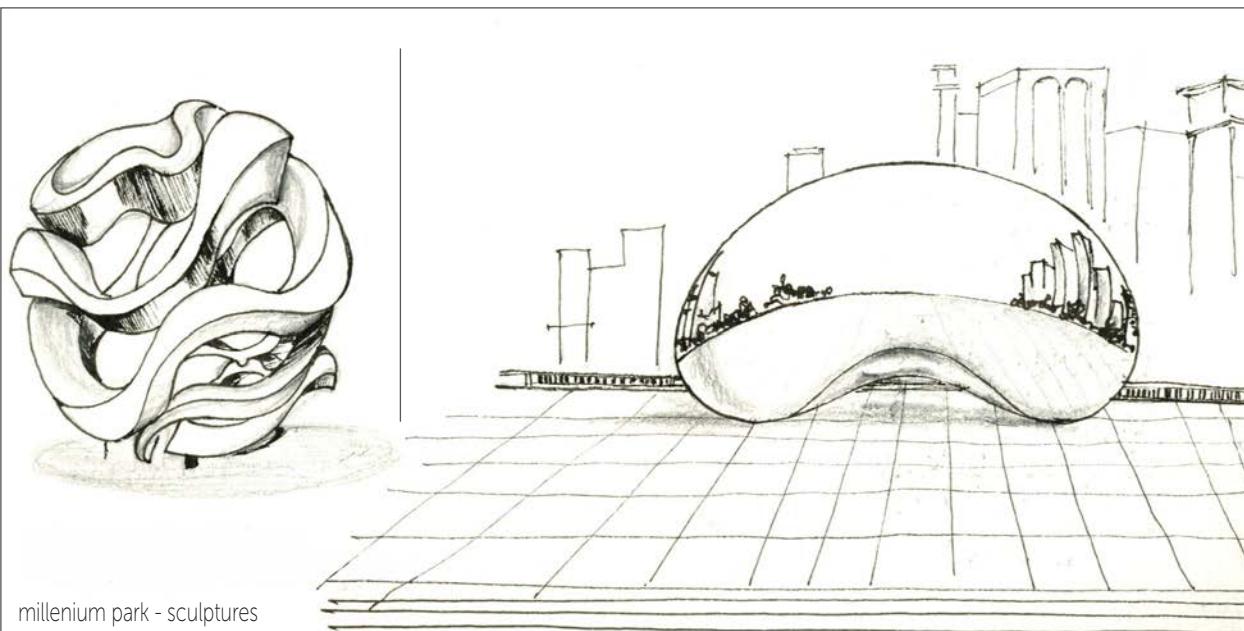
FURNITURE LAYOUT - 7TH FLOOR

mies van der rohe + chicago

The masters work cannot be escaped in the mecca of high rise buildings, namely, downtown chicago. Despite being in the midst of tall structures the masters creations stand out in its elegance. As you walk around a miesian building + watch the building it comes alive. It feels like the building is wrapped in some fabric + the texture of which changes as you view it from different angles or view points.



federal center



millenium park - sculptures